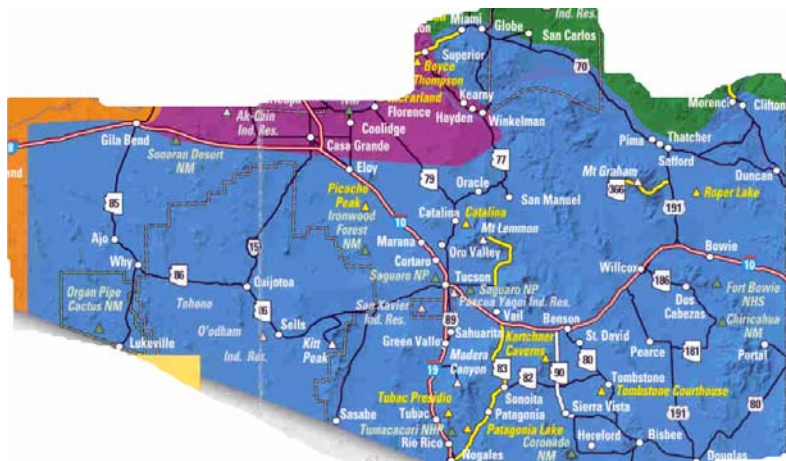


2005* Tucson and Southern AZ Region Domestic Overnight Leisure Visitors

Tucson and Southern Arizona is located in the Southern part of Arizona, home to the city of Tucson. This region has been the setting of classic western films, historical events, and the meeting place of dozens of cultures.

This area is home to many natural treasures including Organ Pipe Cactus National Monument, Saguaro National Park, Nature Conservancy's Ramsey Canyon Preserve, Kartchner Caverns State Park, and Chiricahua National Monument. Other cities and towns in this region include Benson, Bisbee, Sierra Vista, Willcox, Safford, Nogales, and Tubac.



Regional Statistics	
Overnight Domestic Leisure Visitor	17%
Average Age	47 years
Average Household Income	\$60,930
Average Party Size	2.4
Average Length of Stay	4.0 nights
Average One-Way Distance Traveled	715 miles
Average Spending Per Person Per Day	\$92.00

Source: DK Shifflet and Associates, Ltd., 2006

*Due to small sample sizes data was taken from years 2004-2005 and aggregated.

National Parks

Coronado NM, Chiricahua NM, Fort Bowie NHS, Tumacacori NHP, Organ Pipe Cactus NM, Saguaro NP

State Parks

Catalina SP, Kartchner Caverns SP, Picacho Peak SP, Roper Lake SP, Tombstone Courthouse SHP, Tubac Presidio SHP, Patagonia Lake SP, Oracle SP, San Rafael NA

Tribal Lands

Pascua Yaqui Tribe, Tohono O'odham Nation

Points of Interest

Kitt Peak, Madera Canyon, Mt Lemmon, Mt Graham

2005* Tucson and Southern AZ Region Domestic Overnight Leisure Visitors

Demographics:

Age of Respondent	
Average Age	47 years
18-34 years	34%
35-54 years	30%
55+ years	36%

Education	
No College education	23%
Some College	41%
College Degree	21%
Post College Degree	16%

Lifestage of Respondent	
Age 18-34, Free	13%
Age 18-34, Family	21%
Age 35-54, Free	17%
Age 35-54, Lo Family	5%
Age 35-54, Hi Family	9%
Age 55+, Lo Free	11%
Age 55+, Hi Free	20%
No Lifestage	5%

Household Income	
Average HH Income	\$60,930
Under \$25,000	10%
\$25,000-\$49,999	36%
\$50,000-\$74,999	24%
\$75,000-\$99,000	14%
\$100,000-\$124,999	11%
\$125,000+	5%

Occupation	
Employed (NET)	67%
Managerial, Professional	31%
Technical, Sales, Admin. Support	28%
Services	2%
Other	6%
Retired	22%
Other/Not privately employed	11%

Top Origin Markets	
Phoenix	33.1%
Los Angeles, CA	11.2%
San Diego, CA	6.2%
Tucson (Sierra Vista)	5.6%
Albuquerque, NM	3.5%
Sacramento-Stockton-Modesto, CA	2.6%
Oklahoma City, OK	2.4%
St. Joseph, MO	2.3%
Chicago, IL	1.9%
Denver, CO	1.9%

Source: DK Shifflet and Associates, Ltd., 2006

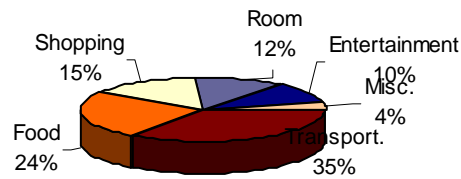
*Due to small sample sizes data was aggregated from years 2004-2005

2005* Tucson and Southern AZ Region Domestic Overnight Leisure Visitors

Trip Behavior:

- 53% of visitors come to the Tucson and Southern Arizona region to visit friends/relatives.
- Over 60% of visitors come to the Tucson and Southern Arizona region during the first and fourth quarter.
- M/F couples make up the largest group of travelers at 39%.

Trip Expenditures



Leisure Purpose of Stay	
Vacation (NET)	29%
Getaway Weekend	13%
General Vacation	16%
Non-Vacation (NET)	71%
Visit Friend/Relative	53%
Special Event	10%
Other Personal	8%

Traveling Party	
One Adult	26%
Couples (M/F)	39%
Two Males or Two Females	3%
Three or more Adults	6%
Families	26%

Quarter Trip Started	
First Quarter	34%
Second Quarter	18%
Third Quarter	21%
Fourth Quarter	27%

Primary Activities	
General (Dining, Entertainment, Shopping)	40%
Sightseeing (NET)	40%
Culture (NET)	27%
Nature (NET)	27%
Attractions (NET)	22%
Outdoor Sports (NET)	10%

Source: DK Shifflet and Associates, Ltd., 2006

*Due to small sample sizes data was aggregated from years 2004-2005

2005* Tucson and Southern AZ Region Domestic Overnight Leisure Visitors

Trip Behavior (Cont):

- 71% of visitors to Tucson and Southern Arizona region use auto travel as their main mode of transportation.
- Accommodations is split evenly between paid accommodation and non-paid accommodations with paid hotel/motel ranking at the top of the list at 39% followed by apartment/condo/home at 29%.
- 45% of visitors to Tucson and Southern Arizona region do not make advance reservations for their accommodations.

Main Mode of Transportation	
Air Travel	21%
Auto Travel (NET)	71%
Car	58%
Van/Small Truck	13%
Other Transportation (NET)	8%
RV/Camper	5%
Large truck	1%
Bus	1%

Accommodations	
Paid Accommodations	50%
<u>Paid Hotel/Motel</u>	39%
High-End	8%
Mid-Level	16%
Economy	15%
<u>Paid Non-Hotel/Motel</u>	11%
Apartment/Condo/Home	1%
Timeshare	1%
RV/Camping	6%
Other Paid Non-Hotel/Motel	2%
Non-Paid Accommodations	50%
Apartment/Condo/Home	29%
Other Non-Paid	19%
Unspecified Non-Paid	2%

Accommodation Reservation Type	
No Reservation	45%
Computer On-line	16%
800 phone number	9%
Direct to Location	11%
Travel Agent	3%
Corporate Travel Dept.	0%
Other Reservation	14%

Source: DK Shifflet and Associates, Ltd., 2006

*Due to small sample sizes data was aggregated from years 2004-2005